



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 22, 2015

Todd J. Fleischmann, M.S.
Chemical Regulatory Specialist
Rockwell Labs Ltd
1257 Bedford Ave
North Kansas City, MO 64116

Subject: Notification per PRN 98-10 – Adding ABN, marketing claims, logo and packaging size
Product Name: Abamectin Cockroach Gel
EPA Registration Number: 73079-11
Application Date: September 28, 2015
Decision Number: 512289

Dear Mr. Fleischmann:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records. The alternate brand name Maggie’s Farm Simply Effective Roach Killer has been added to the product record.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, please contact Jessica Rogala by phone at 703-347-0263, or via email at rogala.jessica@epa.gov.

Sincerely,

A handwritten signature in cursive script, appearing to read "J Rogala".

Marianne Lewis, Acting Product Manager 07
Invertebrate & Vertebrate Branch 3
Registration Division (7505P)
Office of Pesticide Programs

NOTE:

Bold italicized text is information for the reader and not part of the label.
[Bracketed information is optional text.] Text separated by / denotes and / or options.

NOTIFICATION

73079-11

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

12/22/2015

Abamectin Cockroach Gel

ABN: InVict™ AB Insect Paste

ABN: Maggie's Farm™ Simply Effective™ Ant & Roach Gel

ABN: Maggie' Farm™ Simply Effective™ Roach Killer

Active Ingredient: Abamectin B1.....0.05%
Other Ingredients:.....99.95%
Total:.....100.00%

EPA Reg. No.: 73079-11
EPA Est. No.: (as applicable)

Net Wt: X - Y g (Z oz) syringe(s)

28 g (1 oz) tube

35 g (1.25 oz) syringe

60 g (2.1 oz) syringe

4 x 35 g (1.25 oz) syringes

5 x 35 g (1.25 oz) syringes

300 g (10.5 oz) syringe

Manufactured by: Rockwell Labs Ltd (logo)

[North] Kansas City, MO 64116

[Phone number / Web address]

[Trademark ownership statement]

[© XXXX]

KEEP OUT OF REACH OF CHILDREN

CAUTION

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals: CAUTION: Causes moderate eye irritation.

Avoid contact with skin, eyes or clothing. Wash hands thoroughly with soap and water after use and before eating, drinking, chewing gum, using tobacco or using the toilet.

[NOTICE: Buyer assumes all responsibility for safety and use not in accordance with directions.]

ENVIRONMENTAL HAZARDS

To protect the environment, do not allow bait to enter or run off into storm drains, drainage ditches, gutters or surface waters.

First Aid

If in Eyes: -Hold eye open and rinse slowly and gently with water for 15-20 minutes.

-Remove contact lenses, if present, after the first five minutes, then continue rinsing.

-Call a poison control center or doctor for treatment advice.

Have the product or label with you when calling a Poison Control Center or doctor or going for treatment. In case of emergency, for additional information call **800 858 7378**.

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DIRECTIONS FOR USE

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

Use Sites: In and around structures, including, but not limited to, homes, apartments, commercial, industrial, municipal, institutional, research, recreational, health care, educational, daycare, hospitality and agricultural buildings and other man-made structures, garages, transport vehicles, sewers, animal research facilities, and food service, storage, handling and processing establishments.

INDOOR USE

Results will be best if spilled food and other debris are cleaned up before applying bait. Apply bait so it is out of reach of children and pets. Apply bait only in cracks, crevices, voids, other inaccessible areas, and non-exposed surfaces such as the undersides of furniture and fixtures and under or behind appliances. If bait contacts exposed surfaces, remove bait and wash exposed surfaces. Do not contaminate food or feed. Do not apply bait to areas that are washed down frequently, such as in cracks around the edges of food prep surfaces. Do not apply bait in areas where there is a risk of electrical shock. Do not apply bait on hot surfaces or other areas where the temperature may exceed 130 °F as the bait could melt and drip.

Roaches: Apply bait in small spots about ¼" (pea-sized) in diameter (about 0.5g). For most roach infestations, apply 10 to 20 spots per 100 square feet. Use the higher number of spots when infestations are heavy and/or when roaches are living primarily in walls voids or other inaccessible areas. Smaller, more frequent spots are better than occasional large spots. Bait may also be applied in tamper-resistant bait stations. Apply about 1 gram (3/8" size spot) in each station. Place 1-3 stations per 100 square feet in out of the way places where roaches may hide.

Look for areas where roaches may hide or enter buildings. Some of these areas include areas where baseboards are peeling away from walls, cracks in and around equipment and appliances such as stoves, sinks, dishwashers, refrigerators, ice machines, and walk-in coolers, tubs, toilets, drain openings, hollow table legs, areas where pipes come through walls, cracks between different construction elements, around electrical boxes, cracks around hinges, where cabinets meet walls and cracks leading into wall, ceiling or floor voids. Pay particular attention to cracks which lead into void areas, even small ones. Inspect bait every 2-4 weeks and reapply when bait is almost entirely consumed.

Silverfish: Apply in 0.5g (pea size) spots as for roaches. Apply 5-10 spots per 100 square feet. Bait areas where silverfish are seen, such as bathrooms, around bookcases,

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stacks of papers, or peeling wallpaper and to cracks between the living space and the attic, such as around light fixtures. Inspect bait after 2-4 weeks and reapply if bait is almost entirely consumed.

Ants: Apply bait in thin (1/4" wide) lines, about 1" long in areas where ants are seen trailing. Use 2-5 lines per 100 square feet. Bait is most effective when placed as close as possible to ant nests. Bait may also be applied in tamper-resistant stations. Apply 1-2 lines per station (as above) and use 1-3 stations per 100 sq ft. Inspect bait weekly and reapply when bait is almost entirely consumed.

Food Processing and Handling Establishments, Including Federally-Inspected Food Plants: In food areas, including serving areas while the establishment is in operation, only apply bait in cracks, crevices, and other inaccessible areas, or in tamper-resistant bait stations. Never apply bait directly to a surface where food is stored, prepared or served. Follow above directions for crack and crevice placement.

OUTDOOR USE

Roaches, Ants and Silverfish: Apply bait so it is out of reach of children and pets. Apply bait only in cracks, crevices, voids, holes, other inaccessible areas, and other non-exposed surfaces. Apply bait in concealed areas on the outside surfaces of buildings and other structures, as well as in crawlspaces, attics, tree holes and other voids. Porches, garages, sheds, AC units and other outbuildings, fences or walls may also need treatment. Pay particular attention to cracks where insects may enter buildings and treat those areas. These areas include but aren't limited to cracks around windows, doors, eaves and soffits, expansion joints, and areas where lines or pipes enter buildings. Under siding and molding are also attractive areas for insects to hide. Bait may also be applied in tamper-resistant bait stations. Inspect bait every 2-4 weeks and reapply when bait is almost entirely consumed.

STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

Pesticide Storage: Store in a dry place. Do not store where children or animals may gain access.

Container Handling and Disposal: If empty: Non-refillable container. Do not reuse this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency or **1-800-CLEANUP** for disposal instructions.

[Warranty Limitations and Disclaimer

To the extent consistent with applicable law, seller makes no warranty expressed or implied, concerning the use of this product other than as indicated on the label. Buyer accepts this material subject to these terms, and assumes all risk of usage and handling except when used or handled in accordance with this label. To the extent consistent with applicable law, there are no expressed or implied warranties of merchantability or fitness for any particular purpose, except as specifically stated herein. To the extent consistent

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with applicable law, manufacturer shall not be liable for any consequential damages based on the use of the product.]

Individual Syringe/Tube Label

Abamectin Cockroach Gel

ABN: InVict™ AB Insect Paste

ABN: Maggie's Farm™ Simply Effective™ Ant & Roach Gel

Active Ingredient: Abamectin B1....0.05%

EPA Reg. No.: 73079-11

Other Ingredients:.....99.95%

EPA Est. No.: (as applicable)

Total:.....100.00%

Net Contents: X g (X oz)

Manufactured by: Rockwell Labs Ltd (logo)

[North] Kansas City, MO 64116

[Phone number / Web address]

[© XXXX]

KEEP OUT OF REACH OF CHILDREN

CAUTION

See outer package for additional Precautions and First Aid, and complete Directions for Use.

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MARKETING CLAIMS

GENERAL CLAIMS

[Derived from Soil Microbes]

[Contains Abamectin]

[Contains no peanut products]

[For Indoor and Outdoor Use]

[For Indoor Use]

[For Outdoor Use]

[Ready-to-Use Bait]

[Multiple [food] attractants]

[Contains sweet / sugar, oil / grease, and protein]

[Very low odor [formula]]

[Moist / Gel Bait]

[Guaranteed to work or your money back]

[[X] [Free] Bait Trays Included] *When applicable*

[Made in [the] USA]

[WBE Woman Business Enterprise NWBOC Certified (logo)] *As factual based on company certification*

Logo depicted below in grayscale – may be colorized in actual use

[Formulated in the USA [(logo)]] *As applicable*

Logo depicted below in grayscale – may be colorized in actual use

[Formulated in Missouri [(logo)]] *As applicable*

Logo depicted below in grayscale – may be colorized in actual use

[Formulated in the Heartland [(logo)]] *As applicable*

Logo depicted below in grayscale – may be colorized in actual use



ROACH AND SILVERFISH CLAIMS

[Kills Roaches]

[Kills Small and Large Roaches]

[Kills Large Roaches]

[Kills Silverfish]

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ANT CLAIMS

[Kills Common / Household Ants Listed]

Kills acrobat, allegheny, argentine, big-headed, cornfield, crazy, ghost, little black, odorous house, pavement, pharaoh, pyramid, thief and white-footed ants

[Kills listed sweet / sugar and grease / protein eating ants]

[Kills listed sweet, grease, and protein eating ants]

[Uses 4 food sources to kill listed ants]

[Kills the queen]

[Kills the colony]

[Kills the queen and the colony]

[Kills the listed ants you see and the ones you don't]

[Kills listed ants where they hide ' breed]

[Attracts listed [foraging / scout / worker] ants]

[Starts working immediately]

[Starts killing worker ants in 24 hours]

[Kills the ant nest / colony in 3-7 days]

[Guaranteed to kill the colony or your money back]